RWS Genuine Intelligence™

INNOVATE LIKE YOU MEAN IT

September 4, 2024

Nobu Hotel, Downtown Palo Alto, CA

RWS

Q Innovation Hub

RWS

WELCOME

Innovation Workshop

Agenda

1:00 – 1:05
Opening & Introductions

1:05 – 1:20
RWS Genuine Intelligence Research Findings – **Emma Fisher**

1:20 – 1:40
Generative AI – The AWS Perspective – **Andrea Friio**

1:40: – 2:00
Data Spotlight: Content is for Humans; Data is for Machines – **Lou Salmen**

2:00-2:20
Content Spotlight: The RAG Revolution with Structured Content for Trustable AI – **Greg Guttmann**

2:20 – 2:40
Language Spotlight: Evolving Translation – **Andrew Thomas**

2:40 – 3:00
20 mins break

3:00 – 4:15 Workshop
Q Innovation - **Çetin Amirak**

4:15 – 4:30 Closing & Networking

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INNOVATE LIKE YOU MEAN IT

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“Innovation is a new way of doing something that **creates more value**”

At least, that's how it used to work.

36% of executives see an extreme danger of enterprise resources – that could be better deployed elsewhere – **being diverted toward Gen AI**.

87%

Of executives admit to feeling pressure to implement Gen AI solutions at speed

68%

But 68% find it challenging to identify REAL innovators into today's noisy AI Market

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Today’s AI market has
“gone a bit crypto”

50%

Say they are already seeing Gen AI applications that will seriously disrupt their industry's future

65%

Of executives see a real risk of an AI backlash in the coming years as a result of the current hype

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Trustable content?

53%

Are concerned by the accuracy and reliability of Gen AI outputs *(with 26% concerned by impact on CX)*

Build or Partner?

20%

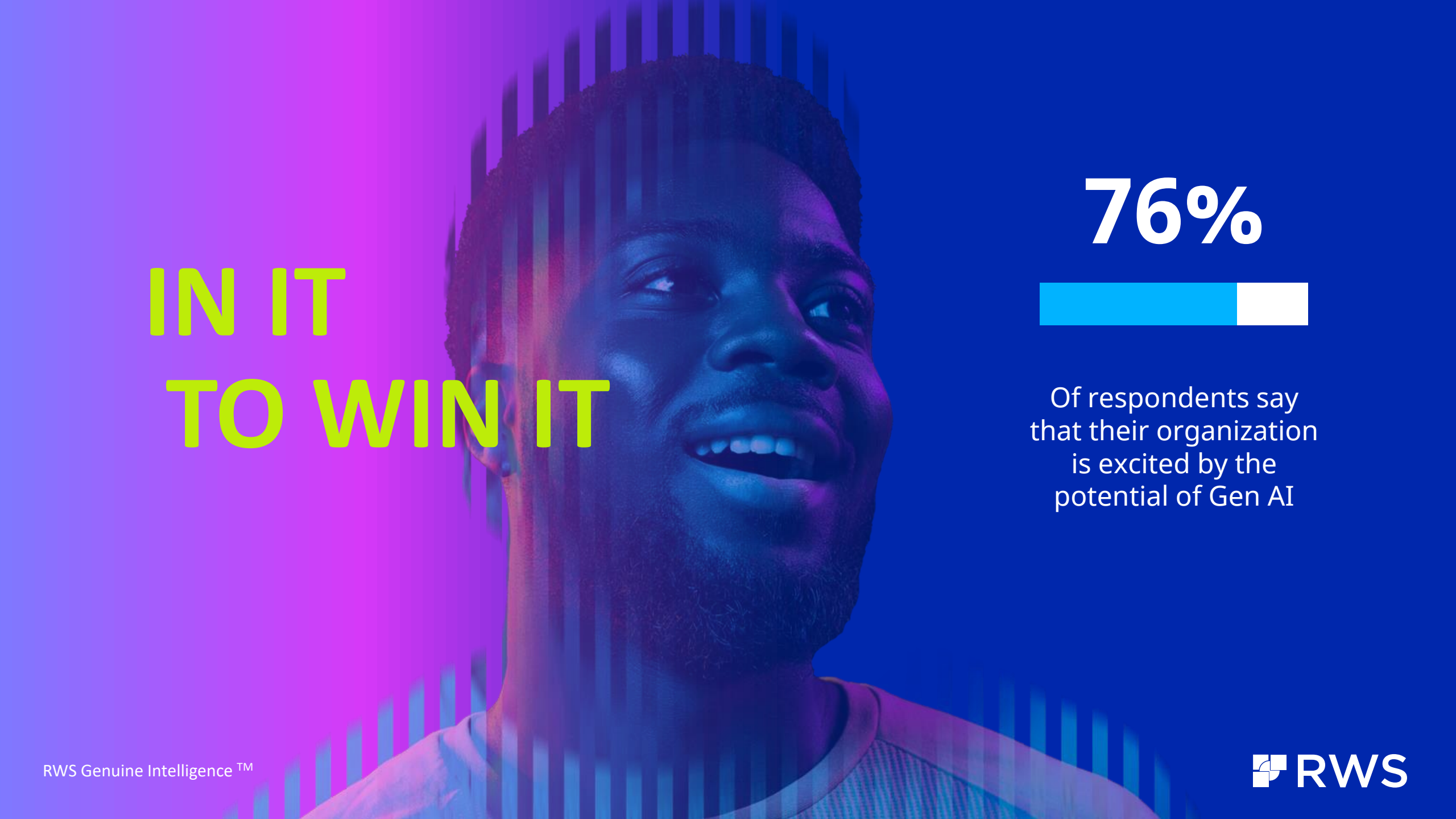
Prefer to build Gen AI solutions in-house

VS

60%

Report that their organization prefers to work with trusted partners to develop Gen AI solutions

Innovation:
MAGIC
OR METHOD?
Real innovation
must be purposeful.


IN IT
TO WIN IT
76%
Of respondents say that their organization is excited by the potential of Gen AI
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THE LOOK BEFORE YOU LEAP CHALLENGE

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81%

Are more interested in *exciting customers with new (AI) solutions*

Top risks that US executives associate with Gen AI today

Security
Reliability
Accuracy
Compliance
Reputation

ANSWER

90%

Recent research from Thoughtworks

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Creating a world of

GENUINE INTELLIGENCE

Progress with purpose

Transparency Should be default

Collaborate to innovate

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Generative AI - The AWS Prospective

Andrea Friio – Principal Solution Architect @ AWS

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Generative AI is likely to be **the most disruptive innovation yet encountered in the digital workplace.**

We expect it to impact **80%** of jobs to some extent, with information worker jobs changing the most quickly and dramatically.”

Gartner, Four Generative AI Use Cases for the Digital Workplace 2023

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GenAI-supported work tends to be more efficient and of higher quality than work produced by unsupported human workers.

Productivity is improved by over **30%**, on average.”

Gartner, Four GenAI Use Cases for the Digital Workplace, 10 October 2023

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Generative AI's impact in the workplace

Productivity

Employees spend between 1.7 and 2.8 hours a day in repetitive tasks.

These tasks can be greatly reduced by a factor ranging from 2 to 28 with generative AI tools.

American Productivity and Quality Center

Creativity

The Wharton Business School conducted an experiment comparing product ideas generated by MBA students alone versus MBA students working with generative AI.

The human-AI team created 200 product ideas in just 15 minutes, 40 times more than the human-only team.

Wharton Business School

Quality

A survey conducted by the MIT Technology Review found that 88% of the respondents said that generative AI is not only helping them to do more work, but helping create higher quality work.

MIT Technology Review

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2023
The Year of POCs

What is generative AI?

Is this secure?

Do I need to become a prompt engineer?

How do I choose a model?

Where do I get started?

What does this mean for my business?

What is a Foundation Model?

Which models should we try out?

What is FM?

What is a Large Language Model?

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2024

The Year of Production

(FOR SOME)

How do I prioritize my projects?

How can I lower my costs?

How do I make this real?

What customization method should I use?

How I can I scale this?

Which models should I use?

Should I train my own model?

How do I manage risks?

How can we move faster?

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Innovation opportunities

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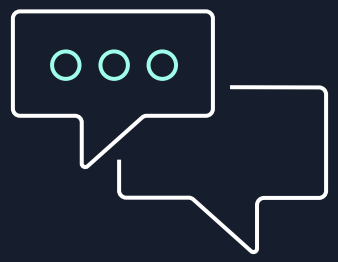
Generative AI has potential to create significant business value



NEW EXPERIENCES

Create new innovative and engaging ways of interacting with your customers and employees

PRODUCTIVITY

Radically improve productivity across all lines of business

INSIGHTS

Extract insights and clear answers from all your corporate information, enabling faster and better decisions

CREATIVITY

Create new content and ideas, including conversations, stories, images, videos, and music

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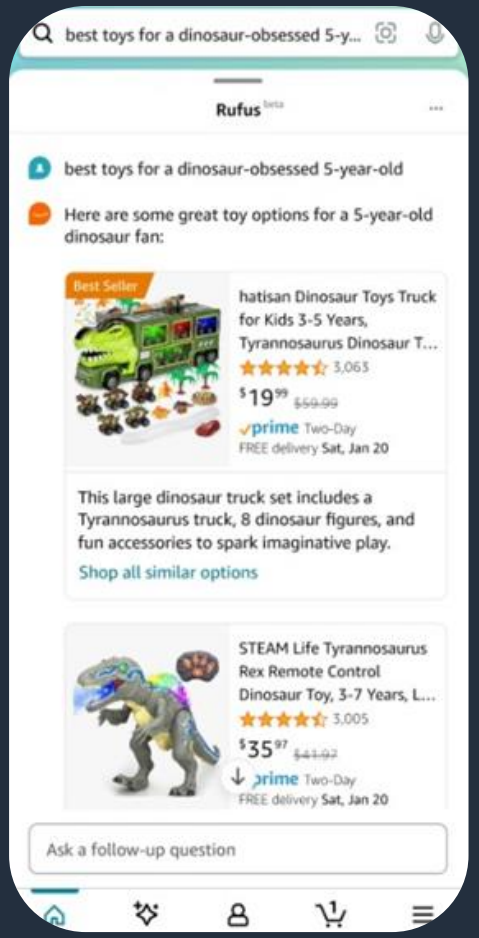
Generative AI use cases across **industries**

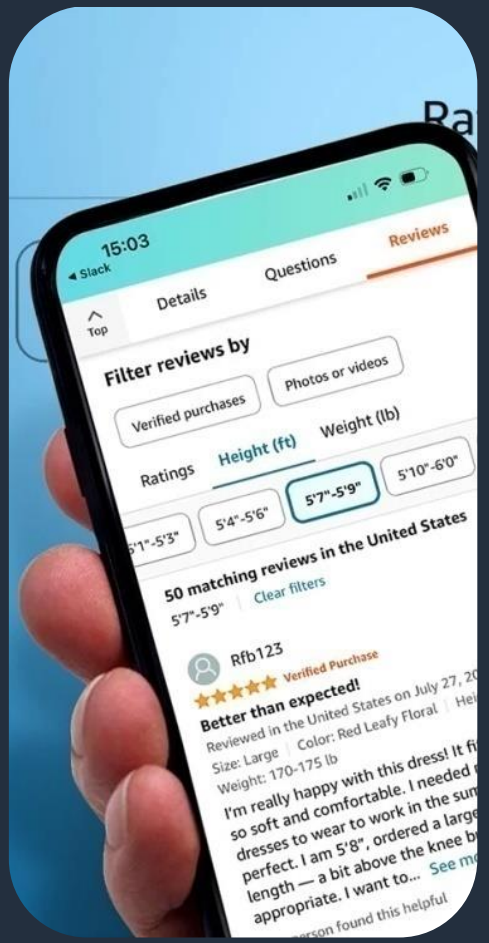
ENHANCE CUSTOMER EXPERIENCES	BOOST EMPLOYEE PRODUCTIVITY & CREATIVITY	OPTIMIZE BUSINESS PROCESSES
CHATBOTS	CONVERSATIONAL	DOCUMENT
VIRTUAL	SEARCH	PROCESSING
ASSISTANTS	SUMMARIZATION	DATA
CONVERSATION	CONTENT CREATION	AUGMENTATION
ANALYTICS	CODE GENERATION	FRAUD DETECTION

Generative AI Innovations at Amazon



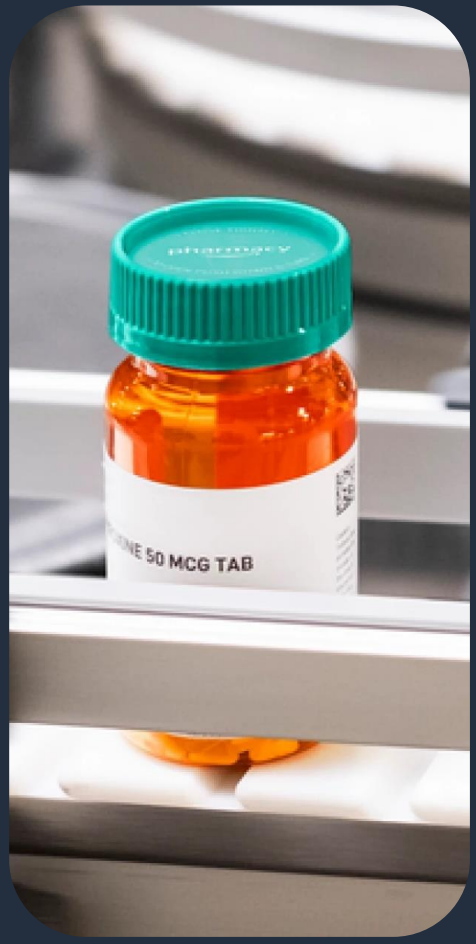
Rufus

An expert shopping assistant



Customer reviews

On Amazon.com



Amazon Pharmacy

faster prescriptions and more helpful support

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TOYOTA

Toyota
DRIVING SAFETY

Toyota accelerates digital transformation with Amazon Q, boosting efficiency by 25%

CHALLENGE

Toyota wanted to find new ways to support safety. To help educate and prepare customers by providing information on the vehicle itself, Toyota looked to generative AI.

SOLUTION

Toyota converted vehicles owner's manuals into a digital format and then built a virtual assistant. The assistant can answer questions from owners on the vehicle functionality, making Toyota vehicles experts on themselves. Learn more.

OUTCOMES

- Customers can ask the vehicle questions about icons or functionality of automobile
- Vehicles can monitor their own health and report problems to the owners or suggest maintenance

AUTO MFG | ENTERPRISE | GLOBAL | JAPAN | AMAZON BEDROCK

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MOVE QUICKLY AND GENERATE VALUE

BMW

PREMIUM CUSTOMER EXPERIENCE

BMW deploys premium experiences at scale with AWS generative AI, processing 12 billion requests a day for 27 million vehicles

CHALLENGE

BMW needed to securely deliver high-quality connected mobility solutions to motorists around the world.

SOLUTION

BMW developed an In-Console Cloud Assistant (ICCA) solution in with Amazon Bedrock. Part of the company's infrastructure optimization program, the ICCA is empowering BMW Group DevOps with generative AI to boost performance and efficiency to deliver premium driving experience, while keeping data secure in transit and at rest. Learn more.

OUTCOMES

- Solution processes 12 billion requests a day for 27 million vehicles
- Handles over 110 terabyte traffic a day

AUTOMOTIVE | ENTERPRISE | NAMER | USA | AMAZON BEDROCK

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Data is your differentiator

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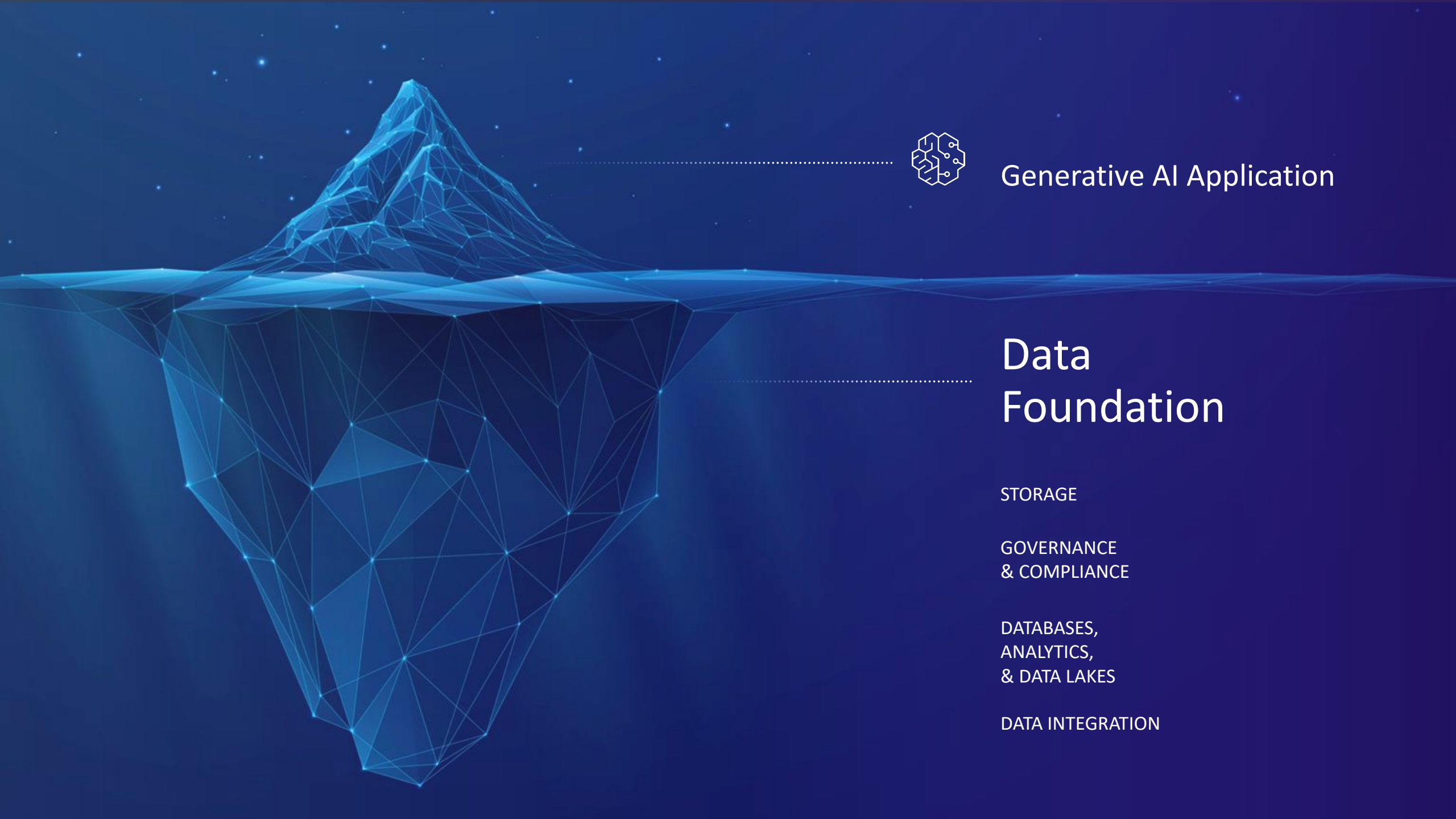
Generative AI
Application


Generative AI Application
Data
Foundation
STORAGE
GOVERNANCE
& COMPLIANCE
DATABASES,
ANALYTICS,
& DATA LAKES
DATA INTEGRATION

Your data is the **differentiator**

Generic generative AI

Generative AI that knows your business and your customers

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Make generative AI work with your data

RETRIEVAL-AUGMENTED GENERATION (RAG)

Specialized knowledge through prompt augmentation

Enterprise knowledge corpus

No change to the foundation model

FINE-TUNING

Specialized knowledge for specific tasks

Small number of labeled examples

Change a copy of the foundation model

CONTINUED PRE-TRAINING

Generalized and specialized knowledge for your domain

Unlabeled, unstructured enterprise data

Change a copy of the foundation model

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Key Considerations:
Generative AI with AWS

Move quickly

Customize

Scale

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Move quickly and generate value

- **Identify use cases** that are relevant, viable, and impactful
- **Your data is the key** to maximizing the potential of generative AI
- Empower your entire workforce, **regardless of their AI expertise**

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Customize generative AI for your business

- **Customization is key** to delivering differentiated experiences
- From models to tools, **choice** enables long-term more flexibility and agility
- **Security and privacy** must be built in from day one
- Ensure your data is **readily accessible *and* ready for AI**

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Make the leap from **experiments to scale**

- Measure and track the **business value and ROI** as you scale
- Optimize for your **cost, latency, and accuracy** needs
- **Manage risk, maintain trust, and build responsibly** with strong compliance & governance
- Use services designed for to enable innovation, and **designed to scale**

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Security considerations for generative AI

COMPLIANCE & GOVERNANCE

The policies, procedures, and reporting needed to empower the business while minimizing risk

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Create generative AI usage guidelines

Establish process for output validation

Develop monitoring & reporting processes

LEGAL & PRIVACY

The specific regulatory, legal, and privacy requirements for using or creating generative AI solutions.

Retain control of your data

Encrypt data in transit and at rest

Support regulatory standards

CONTROLS

The implementation of security controls that are used to mitigate risk.

Human-in-the-loop

Explainability & auditability

Testing strategy

Identity and access management

RISK MANAGEMENT

Identification of potential threats to generative AI solutions and recommended mitigations.

Threat modeling

Third-party risk assessments

Ownership of data, including prompts and responses

RESILIENCE

How to architect generative AI solutions to maintain availability and meet business SLAs.

Data management strategy

Availability

High Availability and Disaster Recovery strategy

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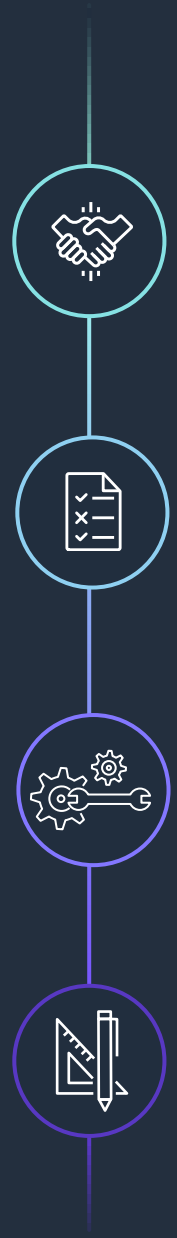
Responsible AI:
Best practices



Put your people first

Assess risk on a (use) case-by-case basis

Iterate across the AI lifecycle

Test, test again, and then test again

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Generative AI Stack

APPLICATIONS THAT LEVERAGE LLMs AND OTHER FMs

TOOLS TO BUILD WITH LLMs AND OTHER FMs

INFRASTRUCTURE FOR FM TRAINING AND INFERENCE

GPUs Trainium Inferentia SageMaker

UltraClusters EFA EC2 Capacity Blocks Nitro Neuron

Generative AI Stack

APPLICATIONS THAT LEVERAGE LLMs AND FMs

- Amazon Q Business
- Amazon Q Developer
- Amazon Q in QuickSight
- Amazon Q in Connect
- Amazon Q in AWS Supply Chain

TOOLS TO BUILD WITH LLMs AND OTHER FMs

Amazon Bedrock

Guardrails | Agents | Studio | Customization Capabilities | Broadest selection of models

INFRASTRUCTURE FOR FM TRAINING AND INFERENCE

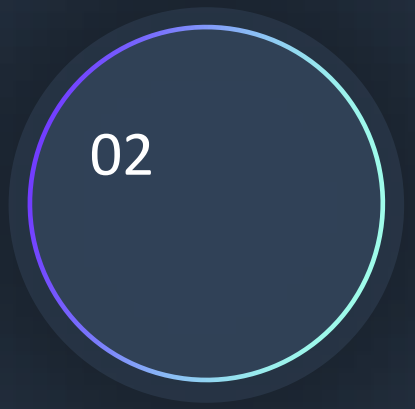
- GPUs
- Trainium
- Inferentia
- SageMaker
- UltraClusters
- EFA
- EC2 Capacity Blocks
- Nitro
- Neuron

What does **the future** hold for generative AI?

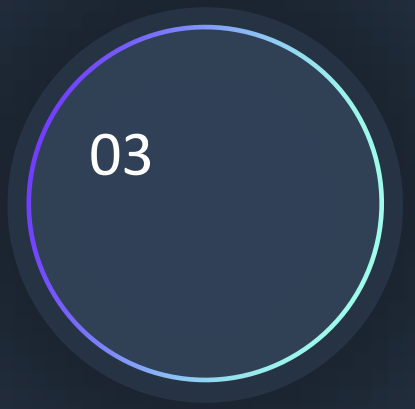
- Agents
- Multi-modal
- Multiple models
- AI Policies & Standards

Get moving with generative AI

Select the right use case



Empower your teams to innovate with tools and trainings



Get started on your top use cases

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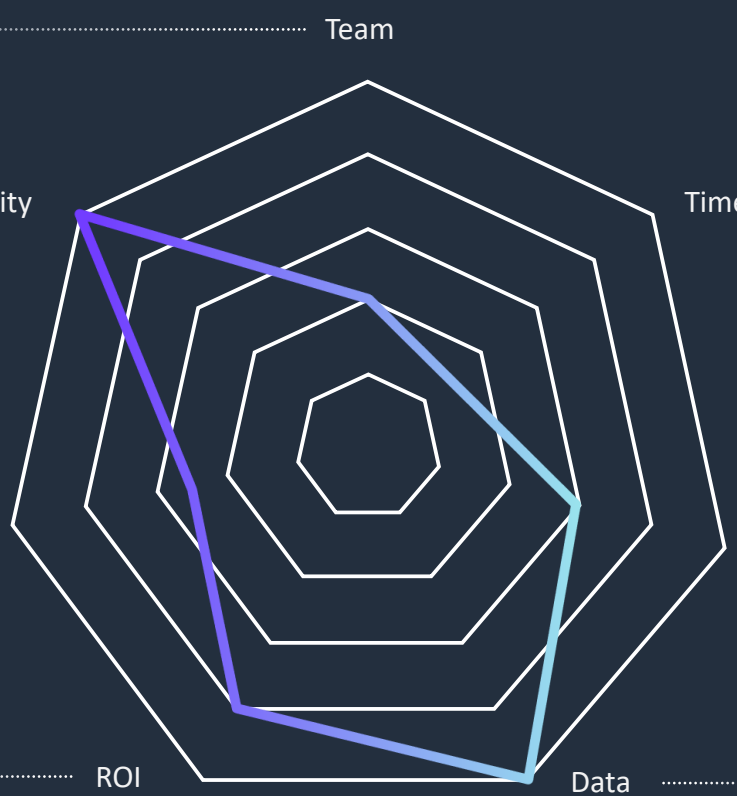
Assessing the fit of generative AI use cases

Do we have people to build this effectively?

Can this be solved with an algorithm instead of AI/ML?

Can we spare enough for this project?

How will we get our money back?



When is this needed? Is this a 1-month project or a 6-month venture?

What is at stake? Compliance? Privacy? Security?

Do we have enough data for this use-case?

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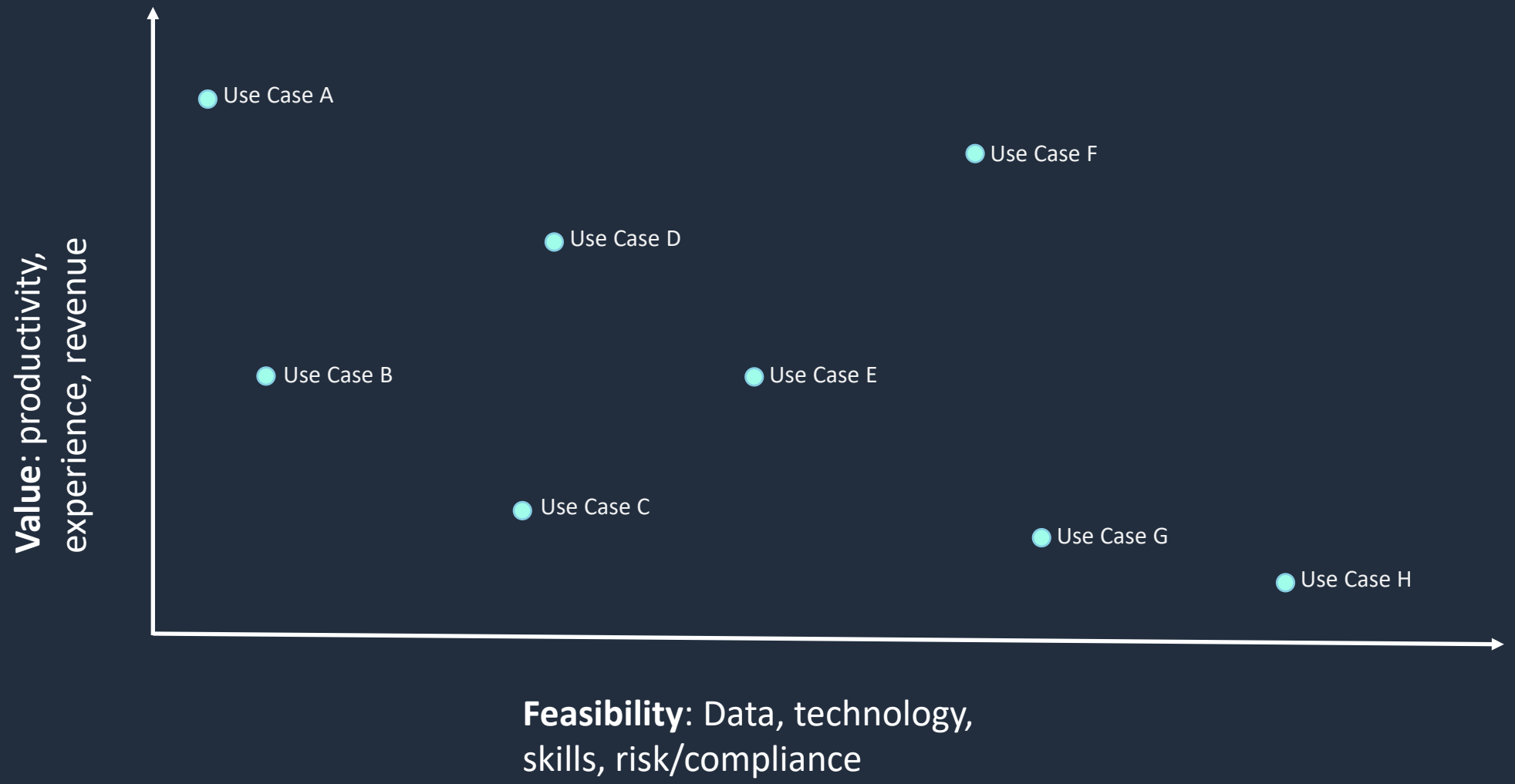
Selecting the right use cases



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Strategic recommendations on generative AI

EYES WIDE OPEN

- Culture of continuous experimentation
- Prevent early dependencies

FLEXIBILITY IS KEY

- Innovation requires flexibility free from technical or contractual lock-ins.
- Infrastructure supporting 3rd-party Generative AI integration
- A breadth of services ensures long-term flexibility and business value

NO ONE SIZE FITS ALL

- Generative AI as an enhancement – not a replacement.
- Requirements in enterprises differ based on financial resources, security needs, governance and skills.
- Evaluate buy-vs-build

LISTEN AND ENABLE

- Work backward from your customers
- Listen to your domain experts
- Enable employees with the right set of tooling

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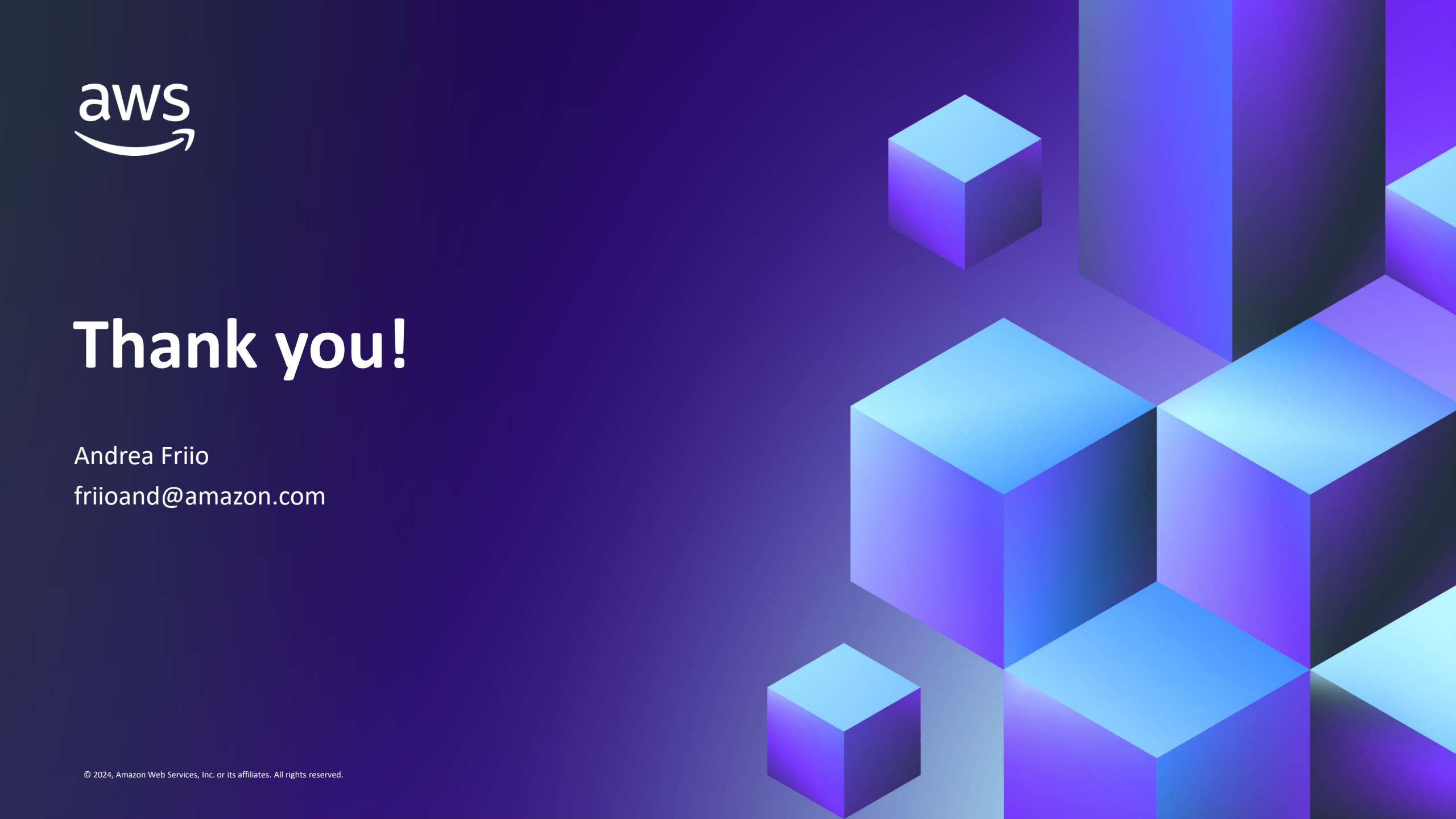

Thank you!

Andrea Friio

friioand@amazon.com

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CONTENT IS FOR HUMANS

DATA IS FOR MACHINES

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Content is data; data is NOT content

Localizing content and annotating data are separate processes and workflows, with different objectives

What happens when AI is multilingual? Is content/data localized or annotated?

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Multilingual content vs. multilingual data

Multilingual content

Bilingual

Source to target

For humans

Multilingual data

Monolingual

Prompt to response

For machines

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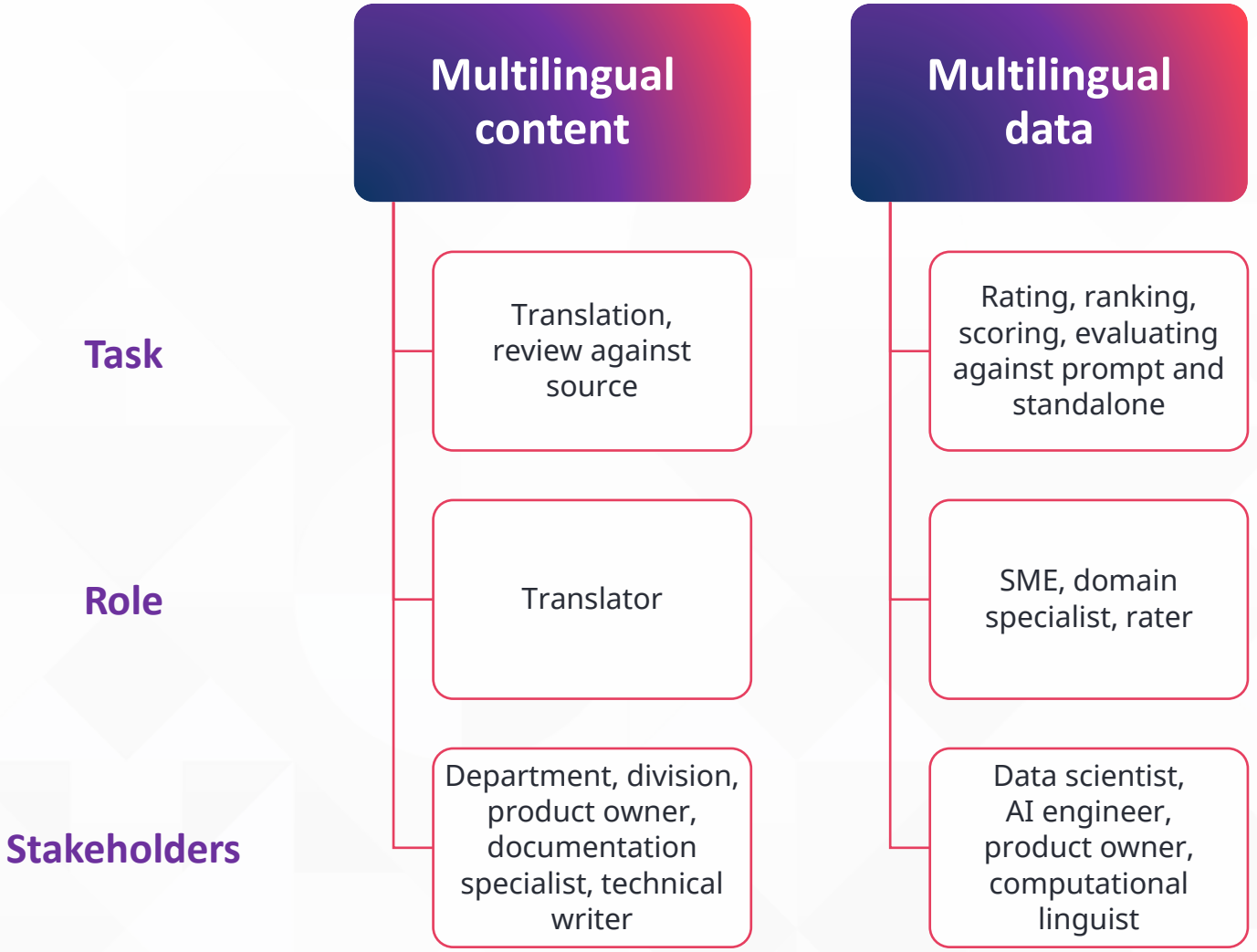
How do they differ?



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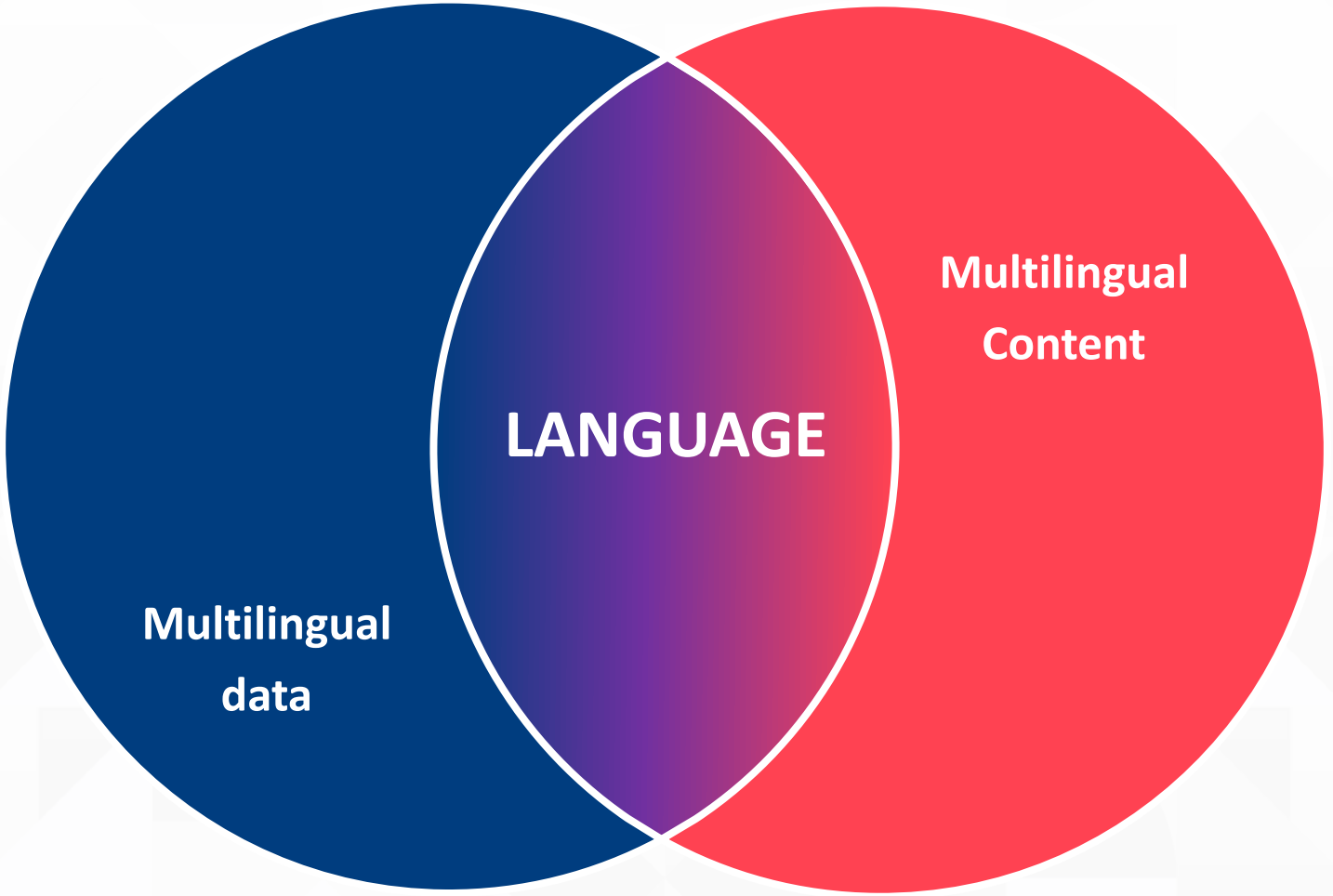
What do multilingual data and multilingual content have in common?



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This presents a HUGE opportunity for localization teams

Evolve into language experts, not localization specialists

Fight for anything language related, especially multilingual AI data

Learn to understand the differences in how multilingual data should be handled vs. multilingual content

- Success factors
- Roles
- Communication / feedback loops

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Key words to listen for

DATA SCORING	SUMMARIZATION	RESPONSE QUALITY	RESPONSE HELPFULNESS
DATA CREATION	DATA LABELING	SYNTHETIC DATA GENERATION	MODEL OUTPUT
RETRIEVAL AUGMENTED GENERATION (RAG)	METADATA REQUIREMENTS	RED TEAMING	JAILBREAKING
PROMPT RESPONSE VALIDATION	MULTI-MODAL	STEM WRITING	DATASETS

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THANK YOU

Lou Salmen
Sr. Director of Business Development, TrainAI
lou.salmen@rws.com

The RAG Revolution with Structured Content for Trustable AI

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How to **manage CONTENT, deliver it** and **monitor it** to

ACHIEVE LOCAL IMPACT AND TRUST on a GLOBAL SCALE

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Harnessing Content for AI

Metadata

Taxonomy

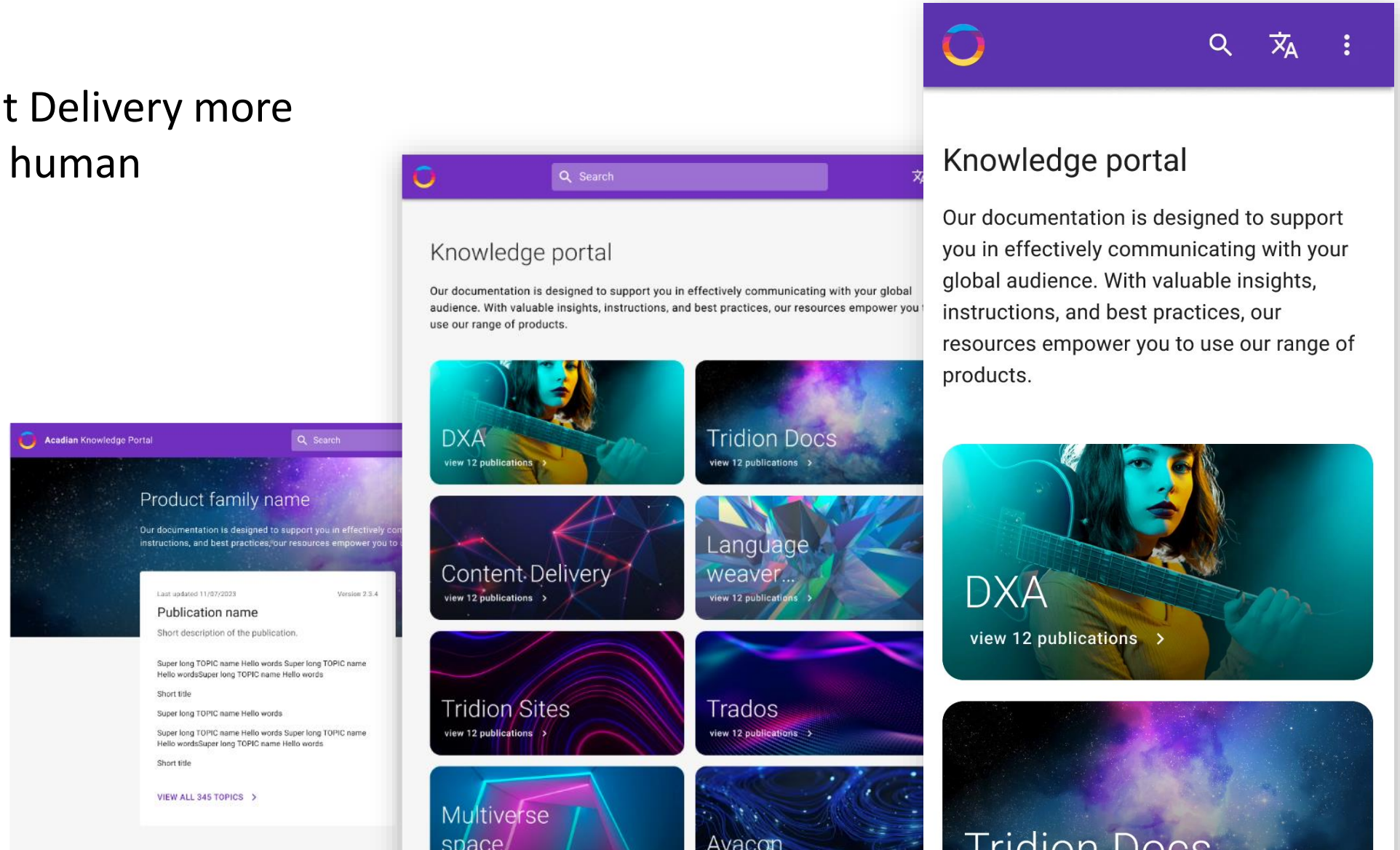
Context

Governance

Publishing

AI-Driven Knowledge Portal

Making Content Delivery more interactive and human



Knowledge Portal

Ask as a question

What steps can I take if Tridion Docs search is not returning relevant results for my technical documentation?

If you're not getting relevant results in Tridion Docs search, review your search query and make it more specific. Check for proper tagging and metadata in your documentation to enhance search accuracy. Ensure that your search query aligns with the terminology used in your documentation. (1)

Show references

How can I troubleshoot slow search performance in Tridion Docs?

Slow search in Tridion Docs may be due to indexing delays or server issues. Verify the indexing status and consider optimizing your search queries for efficiency. Ensure that your Tridion Docs server has adequate resources, and check for any ongoing maintenance or updates. (1)

Show references

What should I do if Tridion Docs search results are displaying outdated information?

To address outdated information in Tridion Docs search, consider updating and republishing your documentation. Ensure that timestamps and versioning are accurate. If the problem persists, investigate if there are any synchronization issues between your content management system and the search index (1)

References

1. www.docs.rws.com/tridion/docs/search

Hide refer

Tips for optimizing search queries?

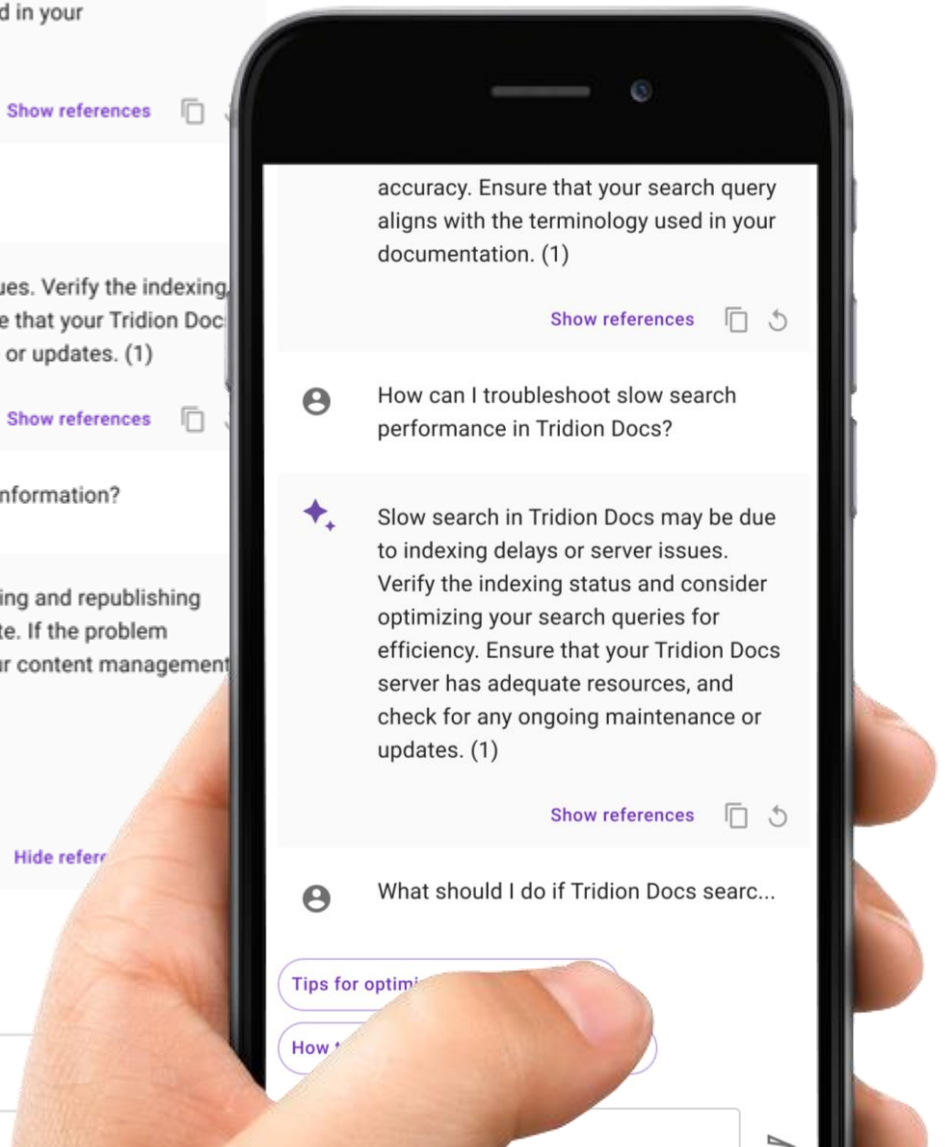
How to resolve a search error message?

Ask a question

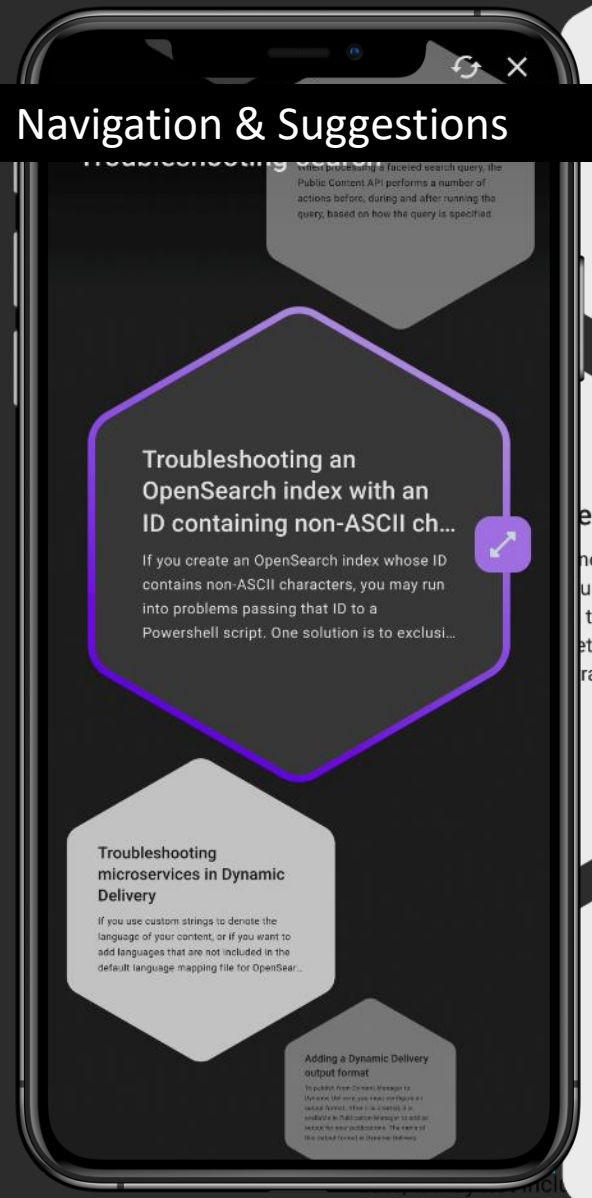
Trustable Chat

Retrieval Augmented Generation

Links back to source



AI-driven Navigation & Suggestions



Content Delivery as a hosted

Delivery can be installed or upgraded for you if you use it as a hosted service, or you can install or upgrade it on-premises. Other sections explain how to install or upgrade Content Delivery on...

General flow of a faceted search query

When processing a faceted search query, the Public Content API performs a number of actions before, during and after running the query, based on how the query is specified.

earch

nent of any uickly and they need. etimes ration for user...

Suggestions based on

Troubleshooting an OpenSearch index with an ID containing non-ASCII characters

New suggestion

Adding a Dynamic Delivery output format

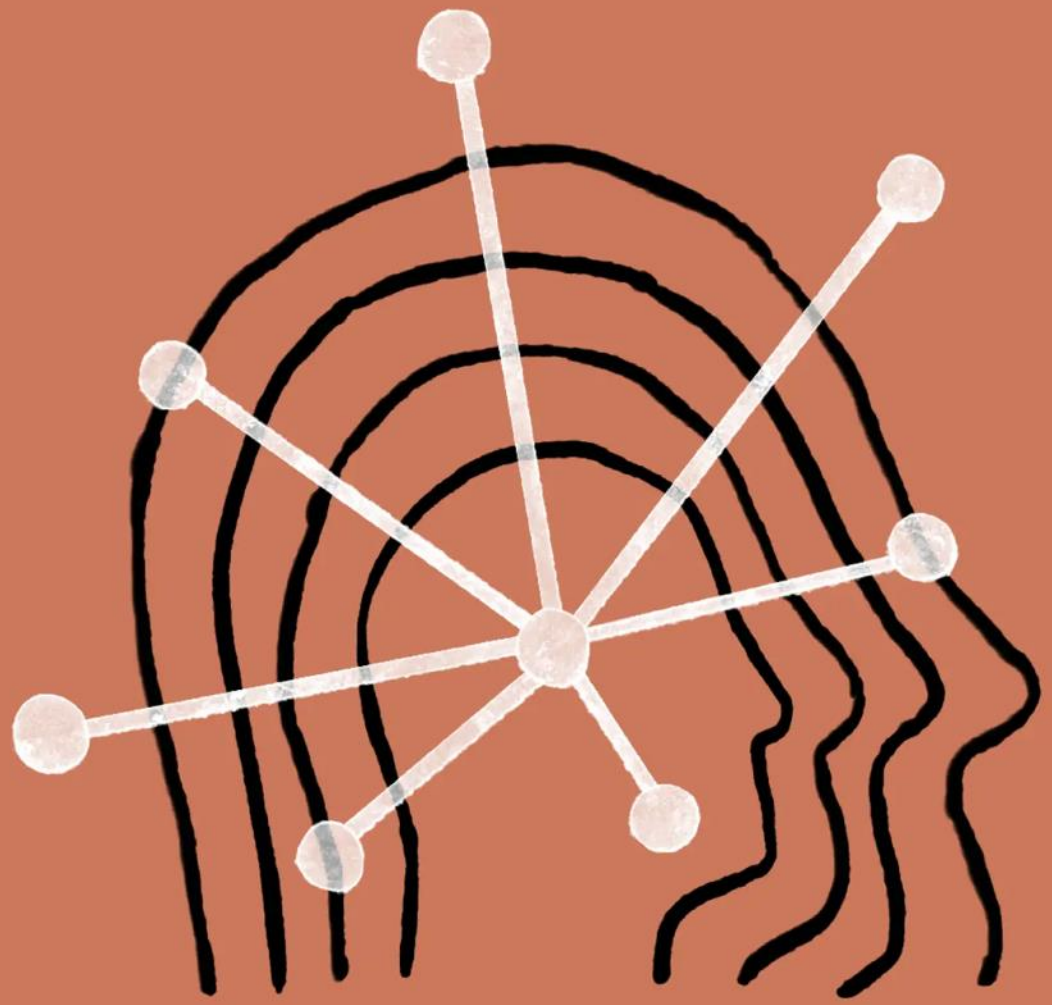
To publish from Content Manager to Dynamic Delivery, you must configure an output format. After it is created, it is available in Publication Manager to add as output for your publications. The nam...

Troubleshooting microservices in Dynamic Delivery

If you create an OpenSearch index whose ID contains non-ASCII characters, you may run into problems passing that ID to a Powershell script. One solution is to e...

Retrieval Augmented Generation DEMO

Why Anthropic Claude?



SAFETY

Claude has a reputation for being harmless, honesty and truthful, with fewer hallucinations

LARGE CONTEXT WINDOW

Claude has a class-leading context window (200K), making it ideal for RAG implementations

HIGH QUALITY

Claude is recognised for its writing and summarising capabilities

MULTILINGUAL

Claude recognises many different languages, and performs well across the top 25 languages

ANTHROP\C

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AI BREAKTHROUGH AWARD 2024
MACHINE TRANSLATION INNOVATION AWARD

EVOLVING TRANSLATION

Content explosion

In the beginning...

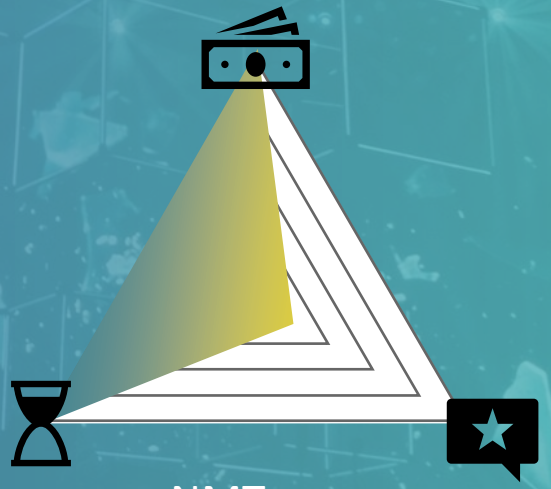
Human

1980-1990s

+ Reuse

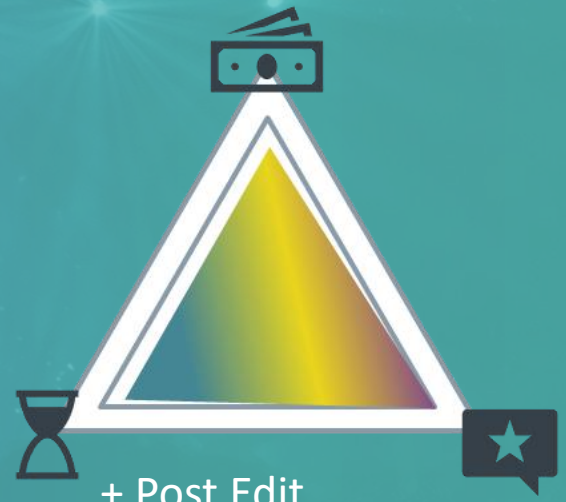
T

2000-2010s



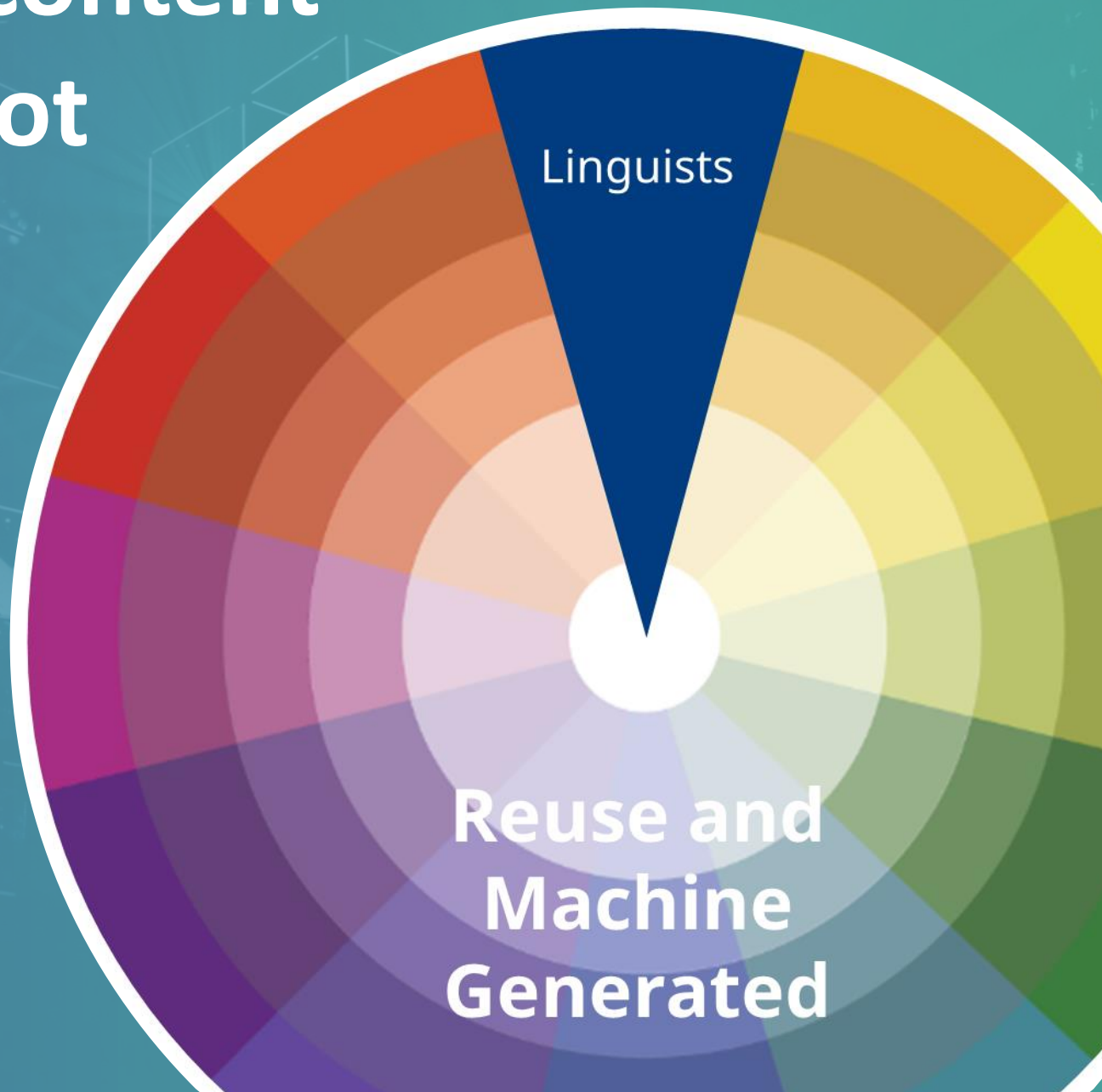
+ NMT

Dawn of Post Edit



+ Post Edit

Over time translated content increases, cost does not



Evolution of Language Models

Transformers

Single NLP task
Single language

2016

Bidirectional Representation Transformers (BERT)

Multiple NLP tasks
Single/Multiple Languages

2019

Large Language Models (LLM)

Multiple NLP tasks
Multilingual

2022

Different linguistic tasks require different AI models

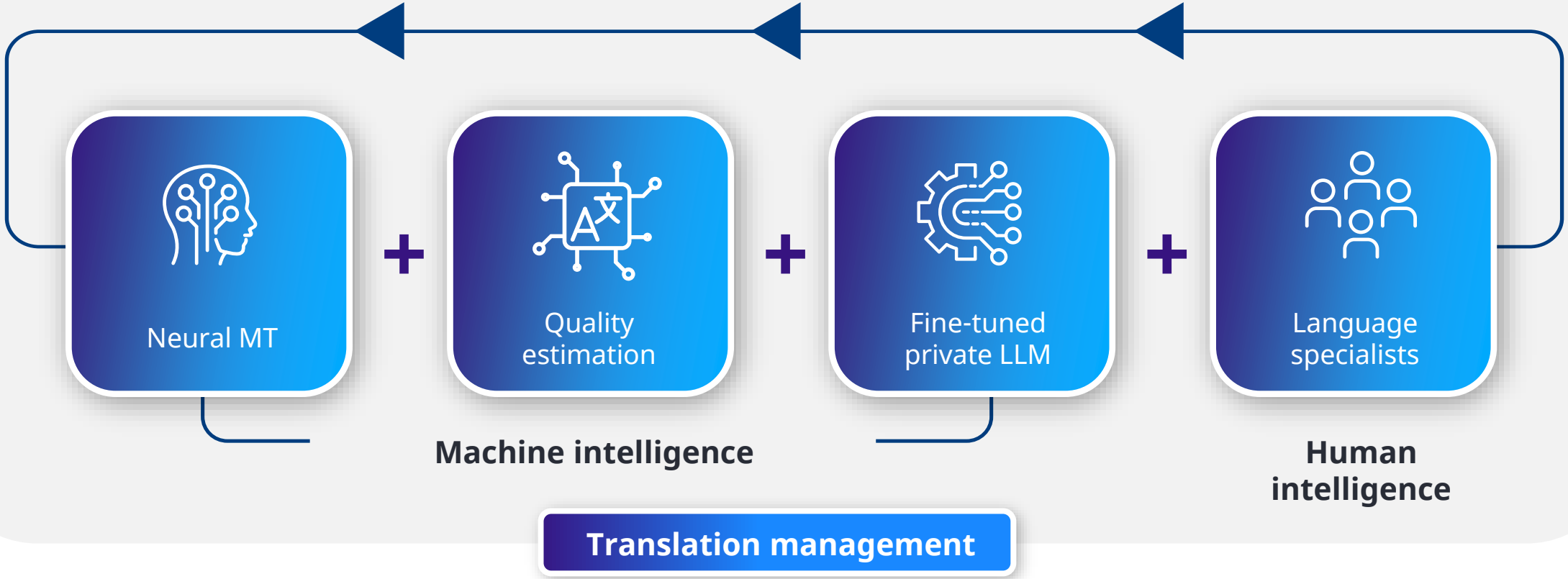
Adaptive MT

MT Quality Estimation

Alternative Translations

RWS

EVOLVE


Neural MT
Quality estimation
Fine-tuned private LLM
Language specialists
Machine intelligence
Human intelligence
Translation management

Secure, strategic AI adoption

EVOLVE ALLOWS TEAMS TO ACCESS THE BENEFITS OF AI WITHOUT THE RISK OF USING UNSECURE TOOLS SUCH AS CHATGPT OR PUBLIC ONLINE TRANSLATION.

2

Faster time to market

EVOLVE REDUCES THE HUMAN ELEMENT IN THE WORKFLOW AND AUTOMATES MORE OF THE TRANSLATION PROCESS.

Significant efficiencies

EVOLVE IMPROVES SUPPLY CHAIN EFFICIENCIES FOR ENTERPRISE-LEVEL LOCALIZATION BY 25-65%.

4

Quality translations at scale

EVOLVE DELIVERS CONSISTENT TRANSLATION QUALITY AT ENTERPRISE VOLUMES.

5

Self-improving

EVOLVE IS SELF-IMPROVING – THE MORE YOU USE IT, THE BETTER IT GETS OVER TIME.

RWS

Innovation Workshop

RWS: Q Innovation Hub

RWS

The company that delivers innovation

Q

Represents **questioning, quality, and quantum leaps in innovation**

[inspired by the Q branch from James Bond]

Lab

A place of **experimentation, innovation** and **execution**

RWS

PURPOSE

Identify and define AI use cases with business impact

INNOVATE LIKE YOU MEAN IT

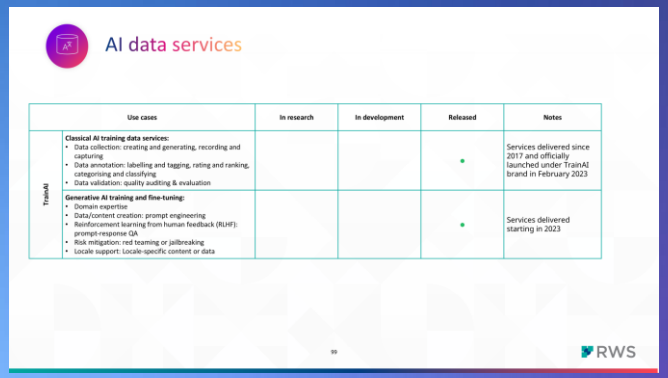
OUTCOME

Understanding what AI can used for and prioritized selection of use case ideas to potentially to implement or create a PoC

PROCESS

1. Split into groups
2. Discuss challenges
3. Choose a use case
4. Each group to present back use case
5. Next steps & actions

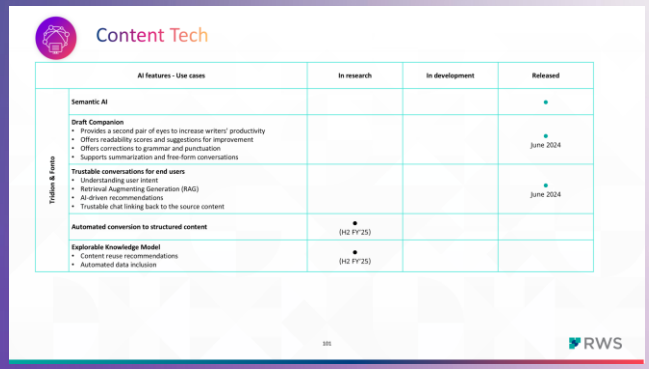
Which areas are most relevant for you?



AI data services

	Use cases	In research	In development	Released	Notes
TrainAI	**Classical AI training data services:** • Data collection: creating and generating, recording and capturing • Data annotation: labelling and tagging, rating and ranking, categorising and classifying • Data validation: quality auditing & evaluation			•	Services delivered since 2017 and officially launched under TrainAI brand in February 2023
	Generative AI training and fine-tuning: • Domain expertise • Data/content creation: prompt engineering • Reinforcement learning from human feedback (RLHF): prompt-response QA • Risk mitigation: red teaming or jailbreaking • Locale support: Locale-specific content or data			•	Services delivered starting in 2023

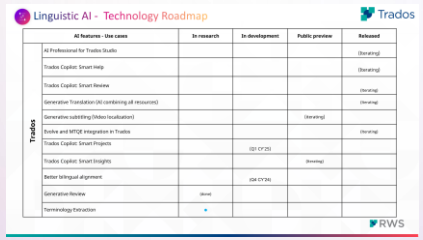
RWS



Content Tech

	AI features - Use cases	In research	In development	Released
Trados & Fonto	**Semantic AI**			•
	Draft Companion • Provides a second pair of eyes to increase writers' productivity • Offers readability scores and suggestions for improvement • Offers corrections to grammar and punctuation • Supports summarization and free-form conversations			• June 2024
	Trustable conversations for end users • Understanding user intent • Retrieval Augmenting Generation (RAG) • AI-driven recommendations • Trustable chat linking back to the source content			• June 2024
	Automated conversion to structured content	• (H2 FY'25)		
	Explorable Knowledge Model • Content reuse recommendations • Automated data inclusion	• (H2 FY'25)		

RWS

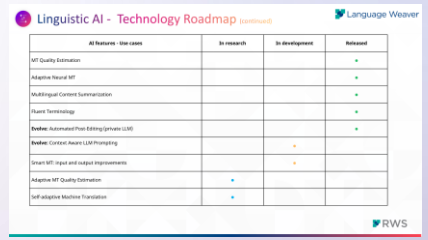


Linguistic AI - Technology Roadmap

Trados

	AI features - Use cases	In research	In development	Public preview	Released
Trados	AI Professional for Trados Studio				(Iterating)
	Trados Copilot: Smart Help				(Iterating)
	Trados Copilot: Smart Review				(Iterating)
	Generative Translation (AI-combining all resources)				(Iterating)
	Generative subtitling (Video localization)			(Iterating)	
	Evolve and MTQE integration in Trados				(Iterating)
	Trados Copilot: Smart Projects		(Q1 CY'25)		
	Trados Copilot: Smart Insights			(Iterating)	
	Better bilingual alignment		(Q4 CY'24)		
	Generative Review	(done)			
	Terminology Extraction	•			

RWS

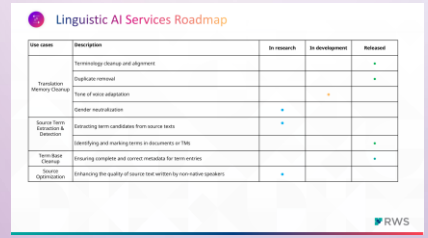


Linguistic AI - Technology Roadmap (continued)

Language Weaver

	AI features - Use cases	In research	In development	Released
	MT Quality Estimation			•
	Adaptive Neural MT			•
	Multilingual Content Summarization			•
	Fluent Terminology			•
	Evolve: Automated Post-Editing (private LLM)			•
	Evolve: Context Aware LLM Prompting		•	
	Smart MT: input and output improvements		•	
	Adaptive MT Quality Estimation	•		
	Self-adaptive Machine Translation	•		

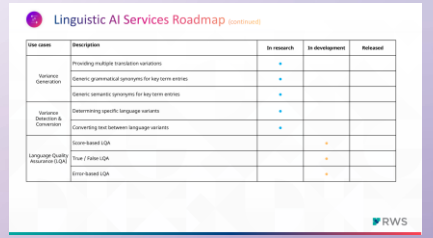
RWS



Linguistic AI Services Roadmap

Use cases	Description	In research	In development	Released
Translation Memory Cleanup	Terminology cleanup and alignment			•
	Duplicate removal			•
	Tone of voice adaptation		•	
	Gender neutralization	•		
Source Term Extraction & Detection	Extracting term candidates from source texts	•		
	Identifying and marking terms in documents or TMs			•
Term Base Cleanup	Ensuring complete and correct metadata for term entries			•
Source Optimization	Enhancing the quality of source text written by non-native speakers	•		

RWS

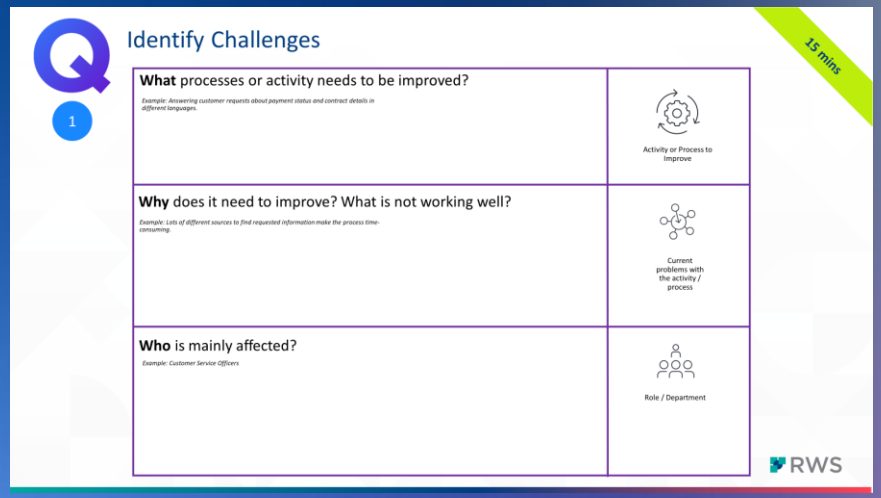


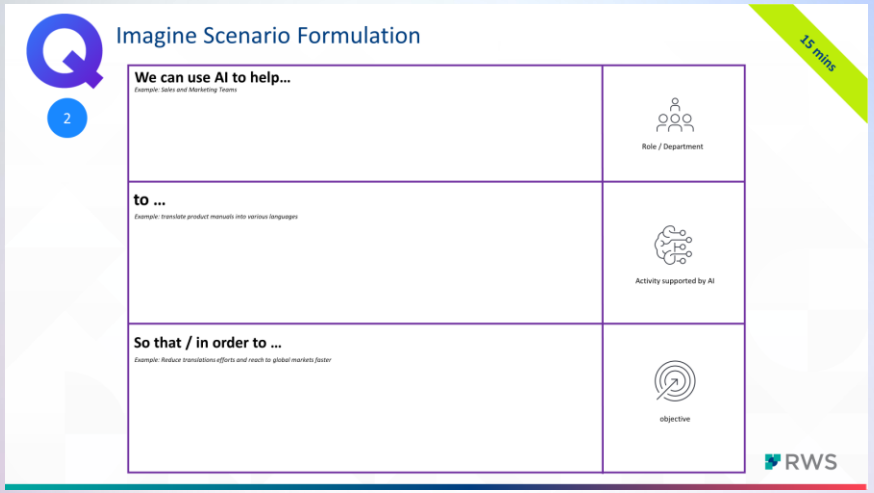
Linguistic AI Services Roadmap (continued)

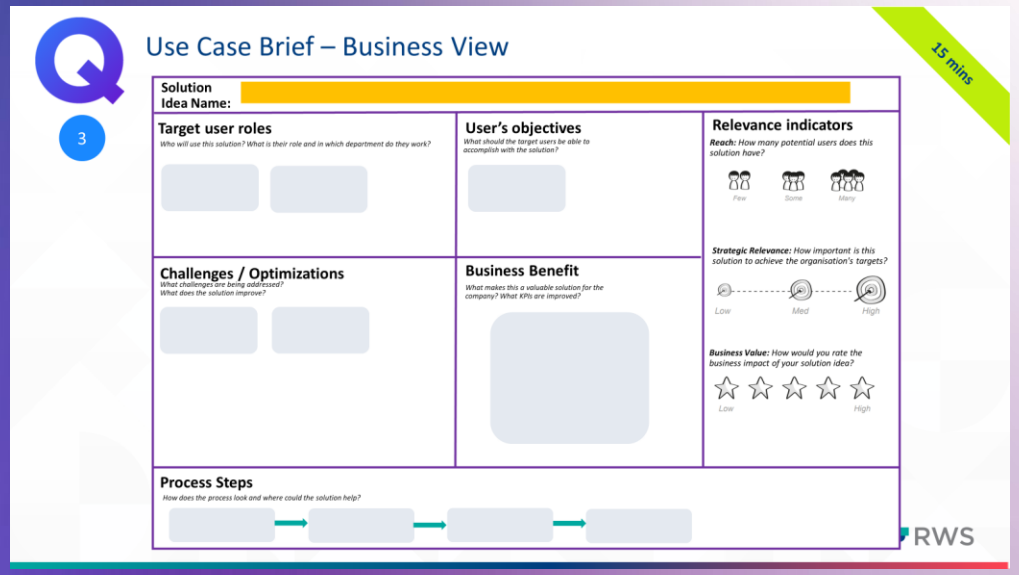
Use cases	Description	In research	In development	Released
Variance Generation	Providing multiple translation variations	•		
	Generic grammatical synonyms for key term entries	•		
	Generic semantic synonyms for key term entries	•		
Variance Detection & Conversion	Determining specific language variants	•		
	Converting text between language variants	•		
Language Quality Assurance (LQA)	Score-based LQA		•	
	True / False LQA		•	
	Error-based LQA		•	

RWS

RWS


Identify Challenges
15 mins
1
What processes or activity needs to be improved?
Example: Answering customer requests about payment status and contract details in different languages.
Activity or Process to Improve
Why does it need to improve? What is not working well?
Example: Lots of different sources to find requested information make the process time-consuming.
Current problems with the activity / process
Who is mainly affected?
Example: Customer Service Officers
Role / Department
RWS


Imagine Scenario Formulation
15 mins
2
We can use AI to help...
Example: Sales and Marketing Teams
Role / Department
to ...
Example: translate product manuals into various languages
Activity supported by AI
So that / in order to ...
Example: Reduce translations efforts and reach to global markets faster
objective
RWS


Use Case Brief – Business View
15 mins
3
Solution Idea Name:
Target user roles
Who will use this solution? What is their role and in which department do they work?
User's objectives
What should the target users be able to accomplish with the solution?
Relevance indicators
Reach: How many potential users does this solution have?
Few
Some
Many
Strategic Relevance: How important is this solution to achieve the organisation's targets?
Low
Med
High
Business Value: How would you rate the business impact of your solution idea?
Low
High
Challenges / Optimizations
What challenges are being addressed? What does the solution improve?
Business Benefit
What makes this a valuable solution for the company? What KPIs are improved?
Process Steps
How does the process look and where could the solution help?
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Thank you!

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 45+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific, Africa and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com.

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*RWS Group shall mean RWS Holdings plc for and on behalf of its affiliates and subsidiaries.

AI Use cases & Roadmap

Updated August 2024

Linguistic AI Technology

RWS

Linguistic AI - Technology Roadmap

Trados

	AI features - Use cases	In research	In development	Public preview	Released
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	Generative Review	(done)			
	Terminology Extraction				

RWS

Linguistic AI - Technology Roadmap (continued)

Language Weaver

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MT Quality Estimation			●
Adaptive Neural MT			●
Multilingual Content Summarization			●
Fluent Terminology			●
Evolve: Automated Post-Editing (private LLM)			●
Evolve: Context Aware LLM Prompting		●	
Smart MT: input and output improvements		●	
Adaptive MT Quality Estimation	●		
Self-adaptive Machine Translation	●		

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Linguistic AI Services

RWS

Linguistic AI Services Roadmap

Use cases	Description	In research	In development	Released
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	Tone of voice adaptation		●	
	Gender neutralization	●		
Source Term Extraction & Detection	Extracting term candidates from source texts	●		
	Identifying and marking terms in documents or TMs			●
Term Base Cleanup	Ensuring complete and correct metadata for term entries			●
Source Optimization	Enhancing the quality of source text written by non-native speakers	●		

RWS

Linguistic AI Services Roadmap (continued)

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Variance Detection & Conversion	Determining specific language variants	●		
	Converting text between language variants	●		
Language Quality Assurance (LQA)	Score-based LQA		●	
	True / False LQA		●	
	Error-based LQA		●	

RWS

TrainAI

RWS

AI data services

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Content Tech

Content Tech

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	Draft Companion • Provides a second pair of eyes to increase writers' productivity • Offers readability scores and suggestions for improvement • Offers corrections to grammar and punctuation • Supports summarization and free-form conversations			● June 2024
	Trustable conversations for end users • Understanding user intent • Retrieval Augmenting Generation (RAG) • AI-driven recommendations • Trustable chat linking back to the source content			● June 2024
	Automated conversion to structured content	● (H2 FY'25)		
	Explorable Knowledge Model • Content reuse recommendations • Automated data inclusion	● (H2 FY'25)		